

NO HASSLES

Right now, some long distance companies are trying to make your local calling as complex as your long distance calling. They're offering short-term deals on only some of your local calls.

But if you just want simple, no-hassle savings, you've already got that with Ameritech without doing a thing.

NO EXTRA DIALING

You don't need to complicate every phone call by dialing extra digits. You automatically get local calling discounts by dialing direct with Ameritech. You get volume discounts plus evening and weekend discounts up to 40%. That can really add up.

NO MILEAGE RESTRICTIONS

You want to save money based on all your local calls, not just the ones over 15 miles. With Ameritech, you can save whether you're calling across the street or across town.

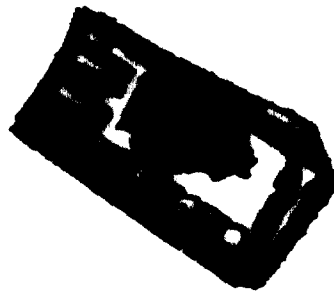
NO EXPIRATION DATE

You want savings you can count on today and tomorrow. You don't want to jump ship for some special promotion that won't be around long. Ameritech's savings are day in and day out with local residential calling rates that haven't gone up since 1967.

DESIGNED AROUND YOU

Ameritech

Chicago Tribune
Aug 17, 1994 sec. 5
C.10



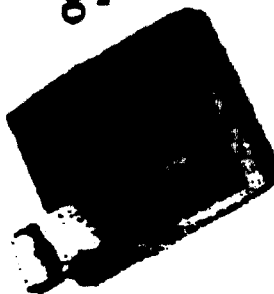
To save with AT&T,
you first have to figure out
who lives where...relative
to where you are.



Okay, you know where you live.
You know where they live. But
do you know if their area code
is 48 miles—or more—away
from your area code?

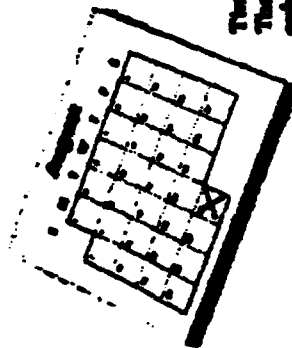
And, at last.
Do you even know what a wire
center is? Or how to find out,
for that matter?

Do all this to save on a local call?



OOPS. Misestimate the
savings and they'll charge
you, on the average, two
and a half times more than
American for local calls
under 15 miles. Of course,
you'll have to forfeit some
of the volume discounts you
could get by dialing direct
with American...and wait.

Is this all adding up in
your favor?



Thinking is everything.
Their "saver" rates
only last so long.

In this case, only
until August 31, 1994.
Better pencil that in
your calendar.



Be sure to study their
rates thoroughly.
The confusion savings
may be smaller than
they appear.

Do nothing.

You want to save on all your local calls. You don't need anything. And, you don't have to do anything, either. With Ameritech, you can save automatically. With volume discounts. Plus evening and weekend discounts of up to 40%.

No restrictions. No expiration dates. No hassles. No nothing.

Ameritech
YOUR LINE TO BETTER
COMMUNICATION

You want to save? You could do things the hard way...the way AT&T suggests. Or, you could go the easy route. Continue to enjoy Ameritech's great service and savings...just by doing nothing.

**DOING NOTHING
YOU**

Bill

Insert

YOU like to
save on
local calls

here's how



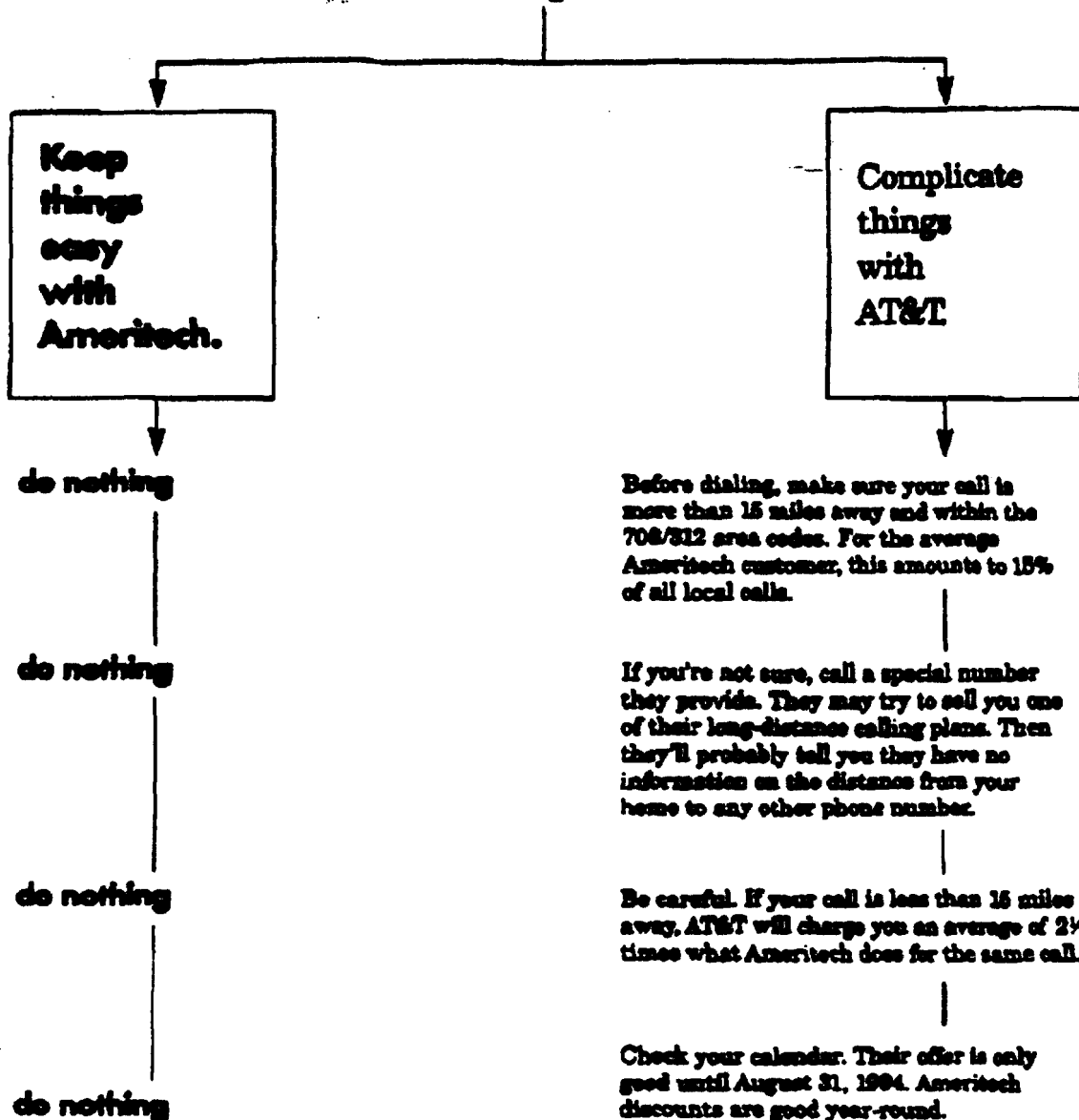
do nothing

Right now, a long-distance phone company is trying to make your local calling as complex as your long-distance calling. They're offering a short-term deal on only some of your local calls.

Why bother? You already get year-round savings on all your local phone calls with Ameritech. Automatically. Ameritech gives you volume discounts, plus evening and weekend discounts of up to 40%. There are no extra digits to dial, no mileage restrictions, no expiration date, no hassles. Unlike AT&T, Ameritech makes saving on your local calls easy.

The logo for Ameritech, featuring the word "Ameritech" in a bold, sans-serif font, with a thick, curved line arching over the letters.

How to save on your local calls.



If you're an average Ameritech customer and do everything AT&T asks versus using Ameritech for all your local calls, how much will you save?

Nothing.

Why? Because you'll save just as much with Ameritech's hassle-free volume, evening and weekend discounts.

And you'll save year-round.

**DESIGNED
AROUND**



**Your Link to Better
Communication**

©1984 Ameritech
All Rights Reserved.

5310